

1. A server system comprising:
 - a communication section for transmitting and receiving data via a network;
 - a storage section for storing advertisement information therein;
 - a storage section for storing information relating to a base station therein; and
 - a storage section for storing information about an advertiser as customer information,and wherein said server system transmits the advertisement information requested by an advertiser to distribute it to a base station specified by the advertiser and calculates an advertisement fee to be charged to the advertiser the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information.

2. A server system as set forth in claim 1, further comprising a storage section for storing therein information about a base station provider, and wherein said server system transmits the advertisement information requested by a customer to distribute it to a base station specified by the advertiser and when the base station is offered from the base station provider, the server system calculates an advertisement fee to be charged to the advertiser and a result/return fee to be paid to said base station

provider on the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information.

3. A server system comprising:

a communication section for transmitting and receiving data via a network;

a storage section for storing advertisement information therein;

a storage section for storing information relating to a base station therein; and

a storage section for storing information about an advertiser as customer information,

and wherein said server system transmits the advertisement information requested by an advertiser to distribute it to a base station specified by the advertiser and calculates an advertisement fee to be charged to the advertiser the basis of a found portable-communication-terminal history received from the base station.

4. A method for calculating an advertisement fee to be charged to an advertiser, wherein the total number of users who received advertisement information from a base station and dropped in at a shop is calculated on the basis of a visited-customer history received from an exclusive device installed at the shop associated with the advertisement information requested by the advertiser to distribute, and the advertisement fee is determined based on the total visitor number.

6. A method for calculating an advertisement fee to be charged to an advertiser, wherein the total number of portable communication terminals found by a base station is calculated on the basis of a found portable-communication-terminal history received from the base station for distribution of advertisement information requested by an advertiser to distribute, and the advertisement fee is determined by the total number.

a storage section for storing therein
advertisement information;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals in the form of a radio signal; and

a finder device for finding at least one of
the plurality of portable communication terminals

and wherein the base station transmits a radio connection request to the portable communication terminal found by said finder device, and when receiving a connection approval from the portable communication terminal, the base station transmits information for selection of advertisement information to the portable communication terminal and transmits the selected advertisement information to the portable communication terminal.

9. A base station as set forth in claim 7,
further comprising:

a section for newly adding or deleting
advertisement information with respect to said storage
section for storing advertisement information

according to instruction information received from a server system via the network; and

a section for updating information to select said advertisement information.

10. A base station as set forth in claim 7, further comprising a storage section for storing therein a found portable communication terminal as a found portable-communication-terminal history, and wherein, when the base station found the portable communication terminal present within said radio signal arrival range, an identifier corresponding to the portable communication terminal is stored in said storage section for storing the advertisement information together with a found date.

11. A base station as set forth in claim 10, further comprising a communication section for transmitting and receiving data via a network, and wherein said communication section transmits said found portable-communication-terminal history to a server system connected to said network.

12. An exclusive device installed at a shop associated with advertisement information, comprising:

a storage section for storing therein a visited-customer history;

a radio communication section for transmitting and receiving data to and from a plurality of portable communication terminals; and

a finder device for finding at least one of

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wherein, when receiving advertisement

